

Figure 1

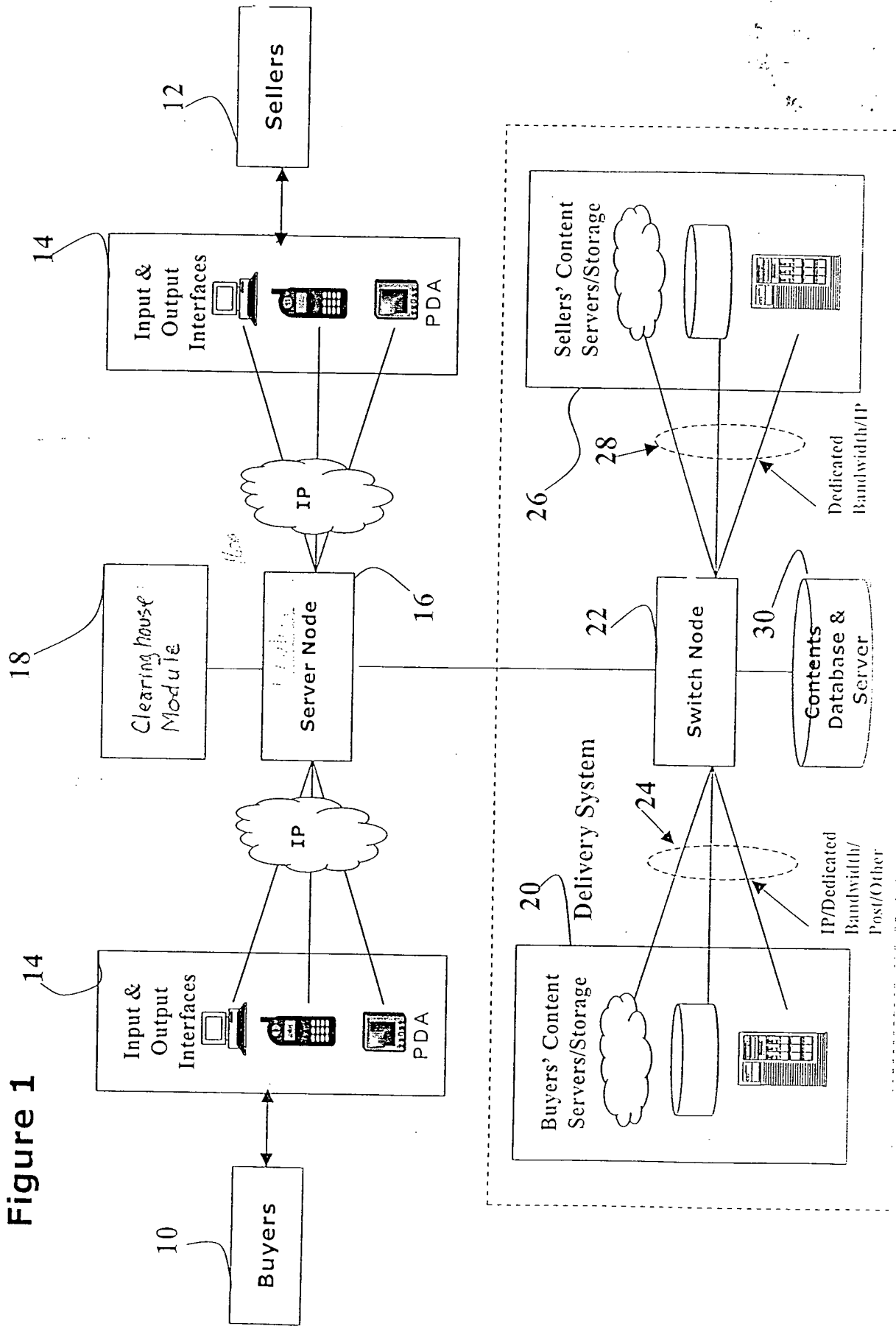


Fig. 2

AdMediate Trading Screen

Trading Side ¹	<input type="checkbox"/> Buy	<input checked="" type="checkbox"/>
Medium Type ²	Broadcast TV Spot	<input checked="" type="checkbox"/>
Broadcast Market ³	National	<input checked="" type="checkbox"/>
Week of ⁴	Monday, 9/4/2001	<input checked="" type="checkbox"/>
GRPs ⁵	250	
GPM ⁶	15	
Search Key (Optional)		
III Program Category ⁷	Finance	<input checked="" type="checkbox"/>
III Target Demographic ⁸	Men	<input checked="" type="checkbox"/>
Time of Day ⁹	Morning (6AM-12PM)	<input checked="" type="checkbox"/>
Ratings ¹⁰	5% - 10%	<input checked="" type="checkbox"/>
		<input type="button" value="Submit"/>
		<input type="button" value="Reset"/>

1. 100% Bile
at 100% - 1X

2. 100% and
100% - 10X

3. 100% and 100% - 100

4. 100% and 100% - 100

5. 100% and 100% - 100

Fig. 3

BEST AVAILABLE COPY